

# **Viridor** **UK Recycling Index 2019**

*Prepared by Edelman Intelligence*



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## Detailed Research Findings

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# Objectives & Methodology 2019

## Objectives

- Understand current UK consumer attitudes to recycling including regional differences
- Provide year-on-year comparisons to track consumer behaviours and attitudes over time

## Methodology

<b>WHO</b>	2,500 UK general population; 300 per region except Taunton (100)
<b>HOW</b>	Online survey
<b>WHEN</b>	July 2019
<b>WHERE</b>	Cardiff, Glasgow, London, Manchester, Liverpool, Birmingham, Bristol, Taunton, Edinburgh Note: Bristol, Taunton and Edinburgh are new regions in 2019 – results for these regions cannot be tracked from previous studies



# The Recycling Index is in its fourth year...

For the last four years, we've been measuring the UK's attitudes towards recycling

2016

The UK public acknowledges that they could be **recycling more household** waste than they currently do

2017

There is **public confusion** about what to recycle and many want more **transparency** about what happens to their waste

2018

There is public openness towards **adopting recycling initiatives**, yet there is still the challenge to turn this willingness into action. **Trust in organisations** to lead on recycling continues to be **low**

2019

There is a significant rise in the **expectations** of the **UK government** to be **accountable** for its own waste and how it deals with plastic

# Considerations

- To allow Viridor to track key themes over time as well as understand emerging areas of interest, this year's study includes 70-80% of comparable content with the 2018 survey.
- The footnotes on each slide indicate whether questions are comparable or not, and where appropriate year-on-year differences have been called out.
- Taking into account the cost and feasibility in recruitment versus media coverage gained in previous years, the regions sampled have changed slightly year-on-year. The nine regions sampled this year, including three new regions (Bristol, Taunton, Edinburgh) provide a view of recycling in the UK as well as offer city comparisons.
- Where all respondents (2500) have answered a comparable question, a difference of around 3% points is statistically significant year-on-year, indicating there has been a shift in opinion. Where local regions (300 respondents) have been asked comparable questions, a difference of around 8% points is statistically significant year-on-year.

Region sampled	2019 base size	Years included in study
Cardiff	300	2016, 2017, 2018, 2019
Glasgow	300	2016, 2017, 2018, 2019
London	300	2016, 2017, 2018, 2019
Manchester	300	2016, 2017, 2018, 2019
Liverpool	300	2018, 2019
Birmingham	300	2018, 2019
Bristol	300	2019
Taunton, Somerset	100	2019
Edinburgh	300	2019
<b>Total</b>	<b>2,500</b>	

# 2019 Findings

## Consumers demand greater collective national efforts in managing the UK's waste

- The gap between **expectation** and **trust** in the government to recycle properly is widening – significant **increase of +4pts** from 2018
- **Nine in ten (87%)** say **the UK** should find a way to **deal with its own recycling** without having to export it to other countries – up 7pts from 2018
- **85%** say **the UK** should **deal with its own plastic waste** rather than exporting it – up 5pts from 2018
- **Nine in ten (89%)** agree existing plastic waste should be used to **create useful resources** that can be used again (new statement 2019)
- **Nine in ten (88%)** say **councils should work together** to collect materials in the same way in a national effort to recycle – up 5pts from 2018
- **87%** think individuals should **take responsibility for recycling** more in the UK to avoid the amount of waste we send to landfill sites in the future – increase of 5pts from 2018

# 2019 Findings

## Consumers are in favour of adopting eco-friendly practices but there are several barriers

Consumers are in favour of eco-friendly products:

- **86%** say more **eco-friendly alternatives** to plastic packaging should be adopted – new statement 2019
- Many already use eco-friendly products; **65%** use **reusable bottles or cups** – new question 2019
- **65%** say they are more likely to buy products with **packaging made from recyclable material** – +4pts from 2018
- **64%** say they are more likely to buy products with **recyclable packaging** – increase of 8pts from 2018

However the cost of these could be a barrier to purchase:

- **56%** agree products and packaging that are eco-friendly are **expensive** – new statement 2019
- Just under **1 in 2 (49%)** say that they would **pay more** for products in recycled packaging – new statement 2019

## They need more information and support in order to feel reassured about how and what to recycle. There is a demand for better recycling education for current and future generations

- Only **1 in 3 (34%)** are very confident they put different waste in the right bins – a drop of 5pts from 2018
- **Less than half (46%)** say they are provided with **enough information** to know how and what to recycle – -8pts from 2018
- **76%** are **frustrated** about not having enough **educational materials** available on recycling – increase of 4pts from 2018
- **76%** say there should be **mandatory lessons on recycling in schools** – new statement 2019

# Regional differences

## Cardiff, Glasgow, London and Liverpool have higher expectations on recycling efforts compared to last year

- **UK average: Nine in ten (87%)** say the **UK** should find a way to **deal with its own recycling** without having to export it to other countries – +7pts from 2018
  - Cardiff: 91% – up 8pts from 2018
  - Glasgow: 92% – up 12pts from 2018
  - London: 87% – up 10pts from 2018
  - Liverpool: 86% – up 11pts from 2018

## Taunton has high trust compared to other regions in local recycling

### Higher trust that recycling is done properly

- **UK average: 42%** think their **council** just throws most of their **recycling** in with the **general waste** – 2pts lower than 2018
  - Taunton: 29% – new region 2019
- **UK average: 39%** say even though people separate their general waste and recyclable waste, **it all goes to the same place** – 2pts lower than 2018
  - Taunton: 26% – new region 2019



# Regional differences

## Birmingham has lower expectations of recycling efforts and is less keen to adopt eco-friendly practices

### Erosion of trust in whether recycling is done properly at a local level

- **UK average: 42%** thinks their **council** just throws most of my **recycling** in with the **general waste** – down 2pts from 2018
  - Birmingham: 59% – increase of 11pts from 2018
- **UK average: 39%** thinks even though people separate their general waste and recyclable waste, **it all goes to the same place** – down 2pts from 2018
  - Birmingham: 51% – increase of 8pts from 2018

### Less keen to adopt eco-friendly practices

- **UK average: 86%** say more **eco-friendly alternatives** to plastic packaging should be adopted – new question 2019
  - Birmingham: 79%
  - Those from Birmingham are also **significantly less likely to use eco-friendly products** such as reusable bottles/cups, recyclable products/packaging compared to the UK average

### Feel less informed about how and what to recycle

- **UK average: Less than half (46%)** say they are provided **enough information** to know **how and what to recycle** – minus 8pts from 2018
  - Birmingham: 37% – decrease of 14pts since 2018

# Detailed Research Findings

Section 1: Demand for greater collective national efforts

Section 2: Moving towards eco-friendlier practices – barriers and solutions



Section 1

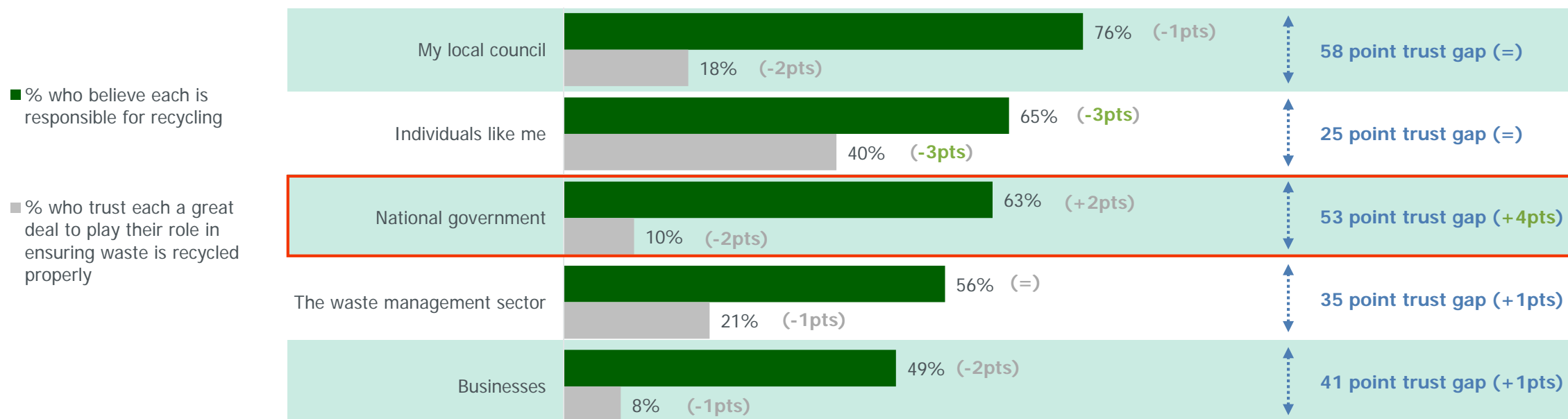
# Demand for greater collective national efforts



# The widening gap between expectation and trust in the UK government to lead on recycling suggests shift in the wrong direction

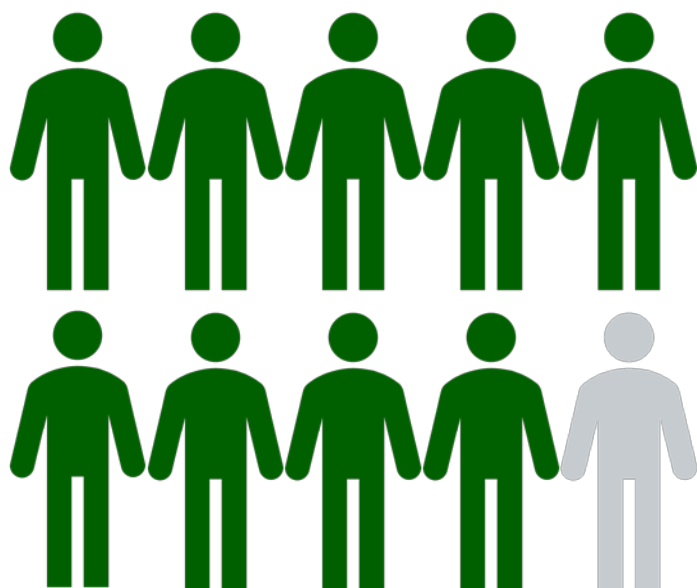
Expectation of who is responsible for recycling vs. trust in them to do this properly

*Brackets denotes comparison with 2018 data*



**vs. 2018 scores**  
 Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score

# There is a significant rise in expectation that the UK should be accountable for its own waste



**9 in 10** (87%)  
 say the **UK** should find a way  
 to **deal with its own**  
**recycling without**  
**having to export it** to  
 other countries

**(+7pts from 2018)**

	2019	vs. 2018
Cardiff	91%	+8pts
Glasgow	92%	+12pts
London	87%	+10pts
Manchester	87%	+3pts
Liverpool	86%	+11pts
Birmingham	78%	-3pts
Bristol	86%	-
Taunton	87%	-
Edinburgh	88%	-

#### 2019 regional scores

X% = significantly higher than total UK score

X% = significantly lower than total UK score

#### vs. 2018 scores

Xpts = 2019 score significantly higher than 2018 score

Xpts = 2019 score significantly lower than 2018 score

# Expectations are increasing in how plastic waste is managed

# 85%

say the **UK should deal with its own plastic waste** rather than exporting it

(+5pts from 2018)

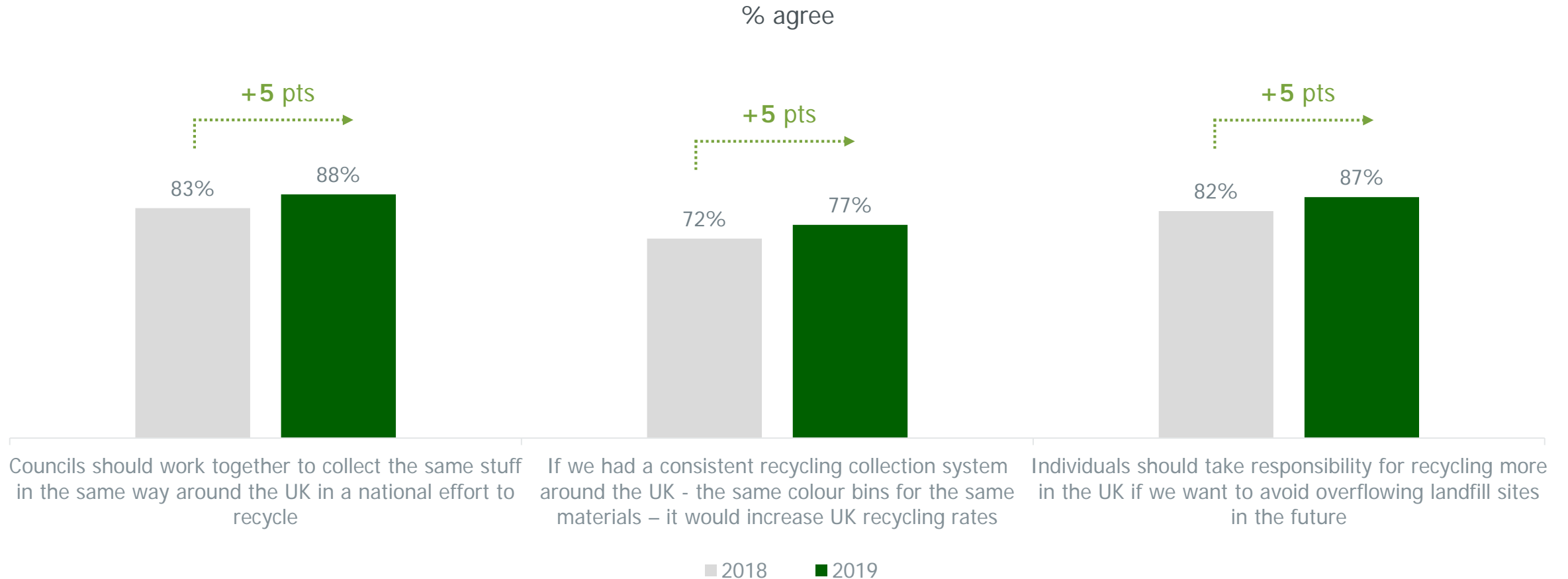
# 89%

say **existing plastic waste** should be **used to create useful resources** that can be used again

*New statement 2019*

# There is demand to ramp up collective efforts to improve recycling

% agree



# Cardiff, Glasgow, London and Liverpool drive rise in expectations in recycling efforts

% agree

Councils should work together to collect the same stuff in the same way around the UK in a national effort to recycle

	Total	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
<b>2019</b>	88%	91%	86%	86%	85%	89%	83%	90%	89%	90%
<b>vs. 2018</b>	+5pts	+4pts	+3pts	+8pts	-1pts	+5pts	+4pts	-	-	-

If we had a consistent recycling collection system around the UK - the same colour bins for the same materials - it would increase UK recycling rates

	Total	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
<b>2019</b>	77%	83%	80%	76%	76%	78%	72%	78%	73%	77%
<b>vs. 2018</b>	+5pts	+9pts	+8pts	+6pts	+4pts	+7pts	=	-	-	-

Individuals should take responsibility for recycling more in the UK if we want to avoid overflowing landfill sites in the future

	Total	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
<b>2019</b>	87%	89%	88%	88%	86%	89%	83%	87%	91%	89%
<b>vs. 2018</b>	+5pts	+5pts	+5pts	+10pts	-1pts	+7pts	=	-	-	-

**2019 regional scores**

X% = significantly higher than total UK score  
 X% = significantly lower than total UK score

**vs. 2018 scores**

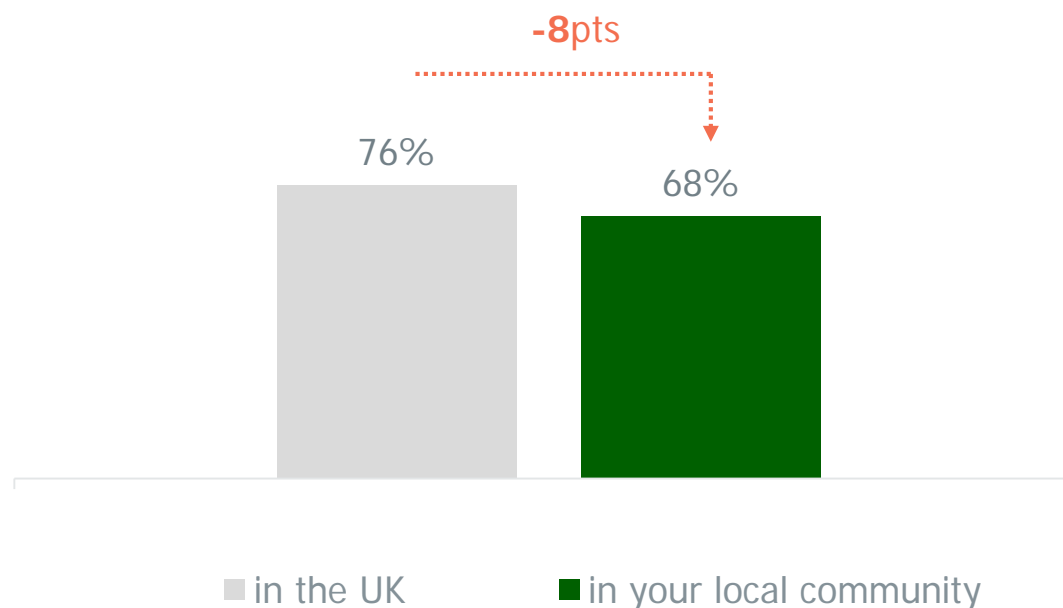
Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score



# It's easier for consumers to see action happening within their local community than at a national level

% who think not enough is being done about plastic pollution...

Cardiff	77%
Glasgow	77%
London	70%
Manchester	72%
Liverpool	76%
Birmingham	70%
Bristol	79%
Taunton	88%
Edinburgh	79%



Cardiff	65%
Glasgow	74%
London	62%
Manchester	66%
Liverpool	72%
Birmingham	62%
Bristol	68%
Taunton	71%
Edinburgh	73%

**2019 regional scores**  
 X% = significantly higher than total UK score  
 X% = significantly lower than total UK score

**vs. 2018 scores**  
 Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score

# Yet there is still distrust as to whether recycling is done properly across regions

% agree

Trust in the local recycling system is eroding in Birmingham

I think my council just throws most of my recycling in with the general waste

	Total	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
<b>2019</b>	42%	40%	36%	47%	38%	41%	59%	36%	29%	42%
<b>vs. 2018</b>	-2pts	-1pts	-8pts	=	-3pts	=	+11pts	-	-	-

Even though people separate their general waste and recyclable waste, it all goes to the same place

	Total	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
<b>2019</b>	39%	43%	32%	43%	39%	40%	51%	36%	26%	36%
<b>vs. 2018</b>	-2pts	+2pts	-9pts	-1pts	-1pts	+1pts	+8pts	-	-	-

High trust in the local recycling system in Taunton

**2019 regional scores**  
 X% = significantly higher than total UK score  
 X% = significantly lower than total UK score

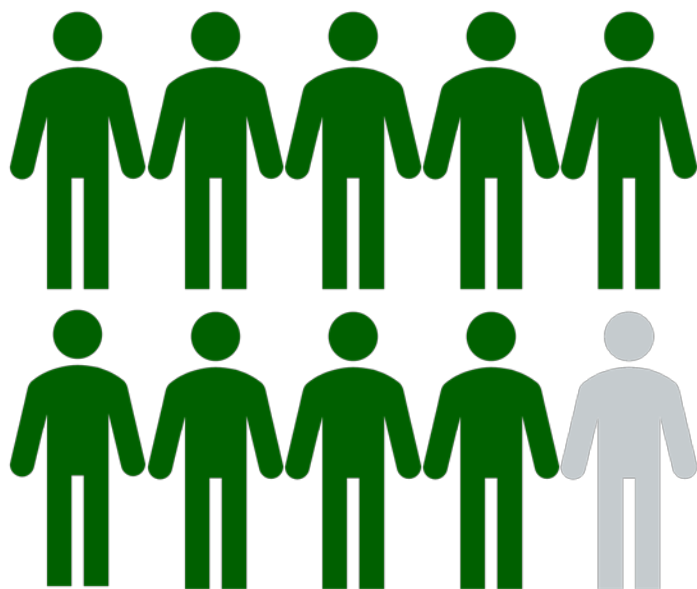
**vs. 2018 scores**  
 Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score

Section 2

# Moving towards eco-friendlier practices – barriers and solutions



# The public are in favour of eco-friendly alternatives to plastics



**9 in 10** (86%)  
 say more **eco-friendly alternatives** to plastic packaging **should be adopted**

Cardiff	88%
Glasgow	88%
London	87%
Manchester	89%
Liverpool	85%
Birmingham	79%
Bristol	86%
Taunton	85%
Edinburgh	87%

#### 2019 regional scores

X% = significantly higher than total UK score

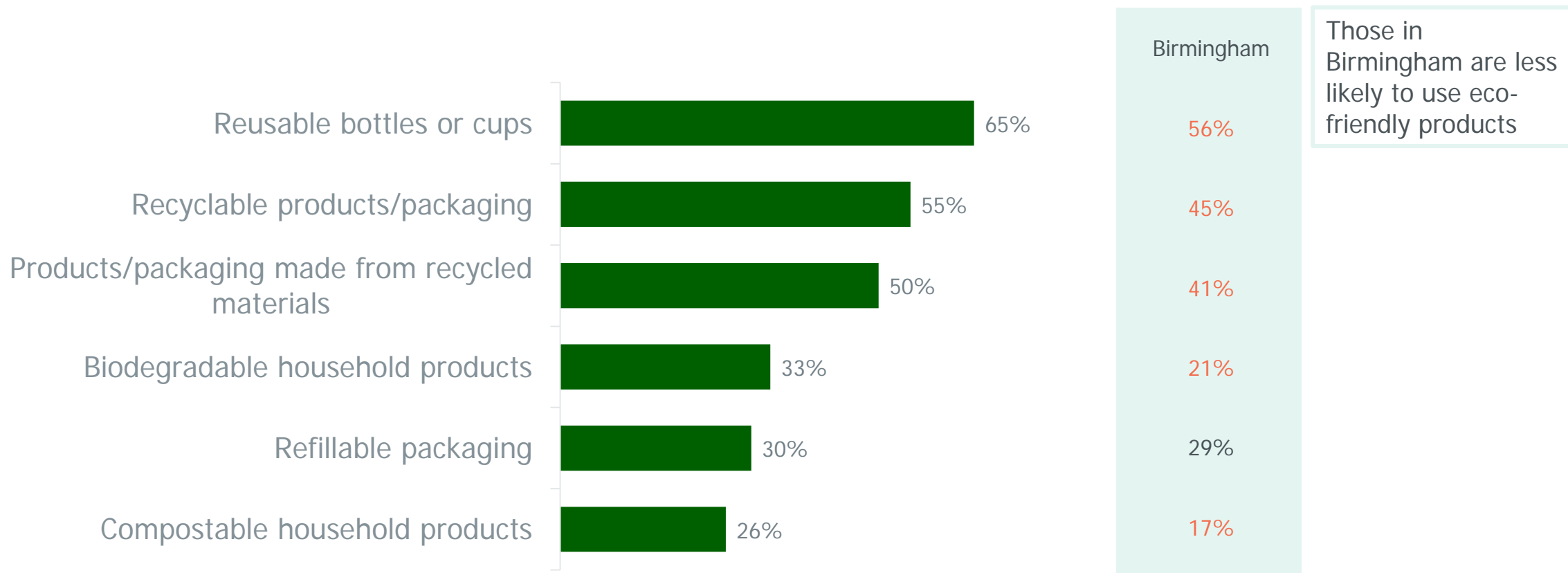
X% = significantly lower than total UK score

#### vs. 2018 scores

Xpts = 2019 score significantly higher than 2018 score

Xpts = 2019 score significantly lower than 2018 score

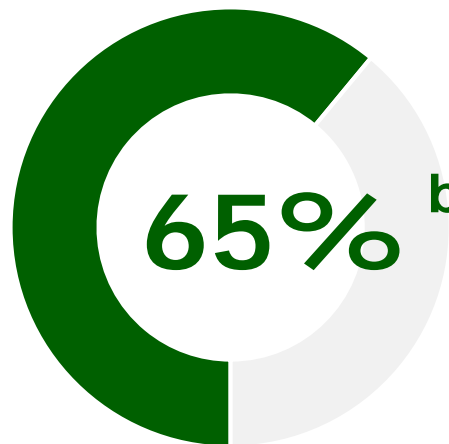
# Many already use eco-friendly products



**2019 regional scores**  
 X% = significantly higher than total UK score  
 X% = significantly lower than total UK score

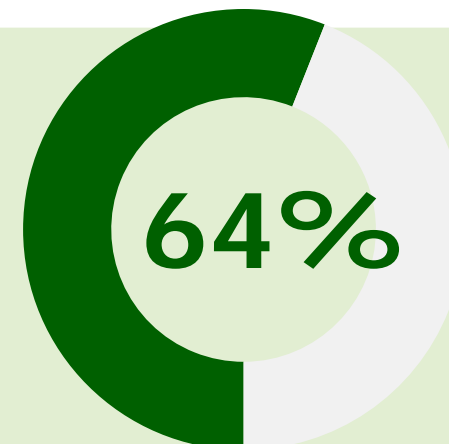
**vs. 2018 scores**  
 Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score

# Products with recyclable packaging or packaging made from recyclable materials continue to grow in appeal



say they are **more likely to buy** products with **packaging made from recyclable material**  
 (+4pts from 2018)

	2019	vs. 2018
Cardiff	66%	+7pts
Glasgow	62%	+3pts
London	68%	+2pts
Manchester	64%	=
Liverpool	68%	+7pts
Birmingham	59%	+2pts
Bristol	68%	-
Taunton	65%	-
Edinburgh	65%	-



say they are **more likely to buy** products with **recyclable packaging**  
 (+8pts from 2018, +13pts from 2017)

	2019	vs. 2018
Cardiff	67%	+15pts
Glasgow	60%	+11pts
London	69%	+7pts
Manchester	63%	+3pts
Liverpool	67%	+11pts
Birmingham	57%	+1pts
Bristol	66%	-
Taunton	59%	-
Edinburgh	63%	-

#### 2019 regional scores

X% = significantly higher than total UK score

X% = significantly lower than total UK score

#### vs. 2018 scores

Xpts = 2019 score significantly higher than 2018 score

Xpts = 2019 score significantly lower than 2018 score

# Although a quarter of people are concerned about the health and safety of recycled packaging



**1 in 4** (25%)

say they would be **concerned** about the **health and safety** of using **recycled packaging**

Cardiff	22%
Glasgow	22%
London	28%
Manchester	27%
Liverpool	27%
Birmingham	32%
Bristol	24%
Taunton	16%
Edinburgh	22%

**2019 regional scores**

X% = significantly higher than total UK score

X% = significantly lower than total UK score

**vs. 2018 scores**

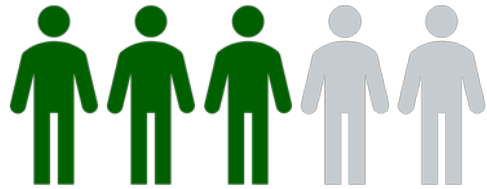
Xpts = 2019 score significantly higher than 2018 score

Xpts = 2019 score significantly lower than 2018 score

Q12B. How much you agree or disagree with each of the following statements?

2019 Base: All respondents (2,500), Cardiff (300), Glasgow (300), London (300), Manchester (300), Liverpool (300), Birmingham (300), Bristol (300), Taunton (100), Edinburgh (300).

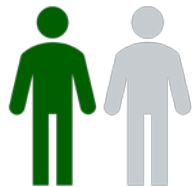
# Eco-friendly products and packaging are also seen as expensive



**56%**

agree products and packaging that are eco-friendly (e.g. recyclable, made from recycled materials, biodegradable) are expensive

Despite interest, price could be a barrier to purchase



**49%**

say they would pay more for products in recycled packaging



Adopting more environmentally friendly behaviours can be difficult. Despite high levels of responsibility individuals feel to recycle, they are less confident that they're doing it correctly

**1 in 3** (34%)

Are **very confident** they put different waste in the **right bins**

(-5pts from 2018)

	2019	vs. 2018
Cardiff	35%	-4pts
Glasgow	31%	-5pts
London	30%	-7pts
Manchester	34%	-10pts
Liverpool	33%	-4pts
Birmingham	34%	-9pts
Bristol	39%	-
Taunton	45%	-
Edinburgh	34%	-

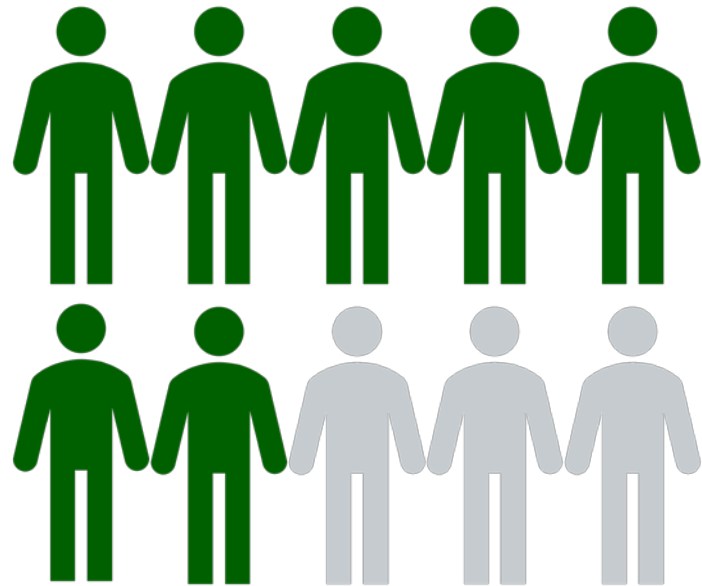
**2019 regional scores**

X% = significantly higher than total UK score  
 X% = significantly lower than total UK score

**vs. 2018 scores**

Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score

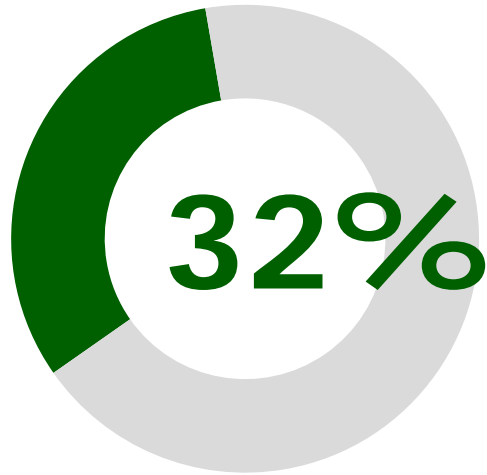
# They look to technology to make the recycling process easier



**7 in 10** (67%)  
say in the future,  
**technology will help  
make recycling easier**  
e.g. smart bins that sort waste  
into categories for recycling

*New statement 2019*

# However drop in those who agree the industry will be designed out shows there is no overnight solution to waste management

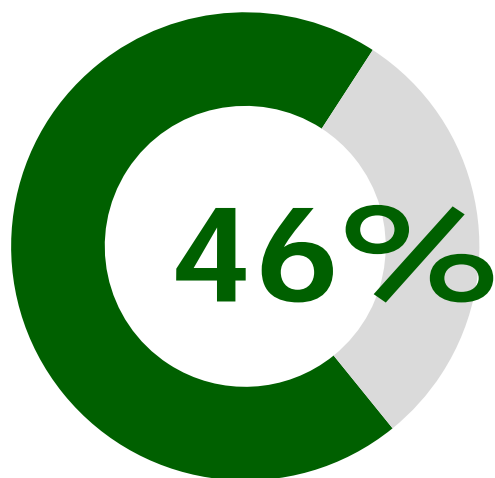


The **recycling industry** will become **redundant in the future** as waste will be **'designed out'** of products

(-3pts from 2018)

vs. 2018 scores  
Xpts = 2019 score significantly higher than 2018 score  
Xpts = 2019 score significantly lower than 2018 score

# Consumers need information about how and what to recycle, yet there is a significant drop in those who say they are provided with enough information



**(-8pts from 2018)**

say they are  
**provided with enough information**  
to know  
**how and what to recycle**  
(e.g. by their local council, by the government, by businesses)

	2019	vs. 2018
Cardiff	55%	-6pts
Glasgow	39%	-5pts
London	49%	-10pts
Manchester	55%	-6pts
Liverpool	43%	-3pts
Birmingham	37%	-14pts
Bristol	48%	-
Taunton	41%	-
Edinburgh	44%	-

**2019 regional scores**

X% = significantly higher than total UK score

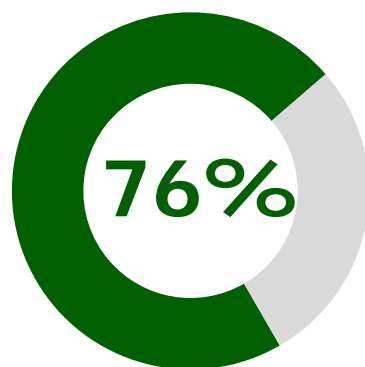
X% = significantly lower than total UK score

**vs. 2018 scores**

Xpts = 2019 score significantly higher than 2018 score

Xpts = 2019 score significantly lower than 2018 score

# There is continued rise in frustration in the lack of information and education materials on recycling



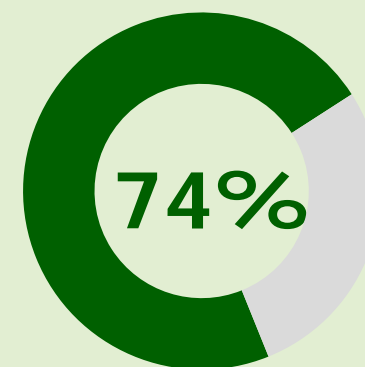
**76%** are frustrated about not having enough educational materials available on recycling

(+4pts from 2018, +7pts from 2017, +10pts from 2016)

**2019 regional scores**  
 X% = significantly higher than total UK score  
 X% = significantly lower than total UK score

**vs. 2018 scores**  
 Xpts = 2019 score significantly higher than 2018 score  
 Xpts = 2019 score significantly lower than 2018 score

	2019	vs. 2018
Cardiff	73%	+3pts
Glasgow	79%	+2pts
London	68%	+1pts
Manchester	78%	+7pts
Liverpool	77%	+3pts
Birmingham	81%	+7pts
Bristol	75%	-
Taunton	74%	-
Edinburgh	79%	-

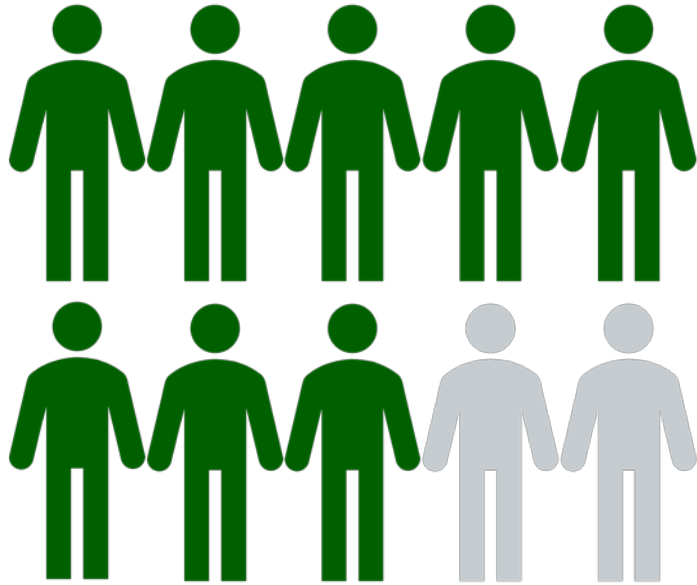


**74%** are frustrated about not knowing what can be recycled

(+2pts from 2018, +7pts from 2017, +10pts from 2016)

	2019	vs. 2018
Cardiff	75%	+4pts
Glasgow	79%	+3pts
London	68%	-3pts
Manchester	74%	+2pts
Liverpool	76%	+5pts
Birmingham	73%	+4pts
Bristol	73%	-
Taunton	78%	-
Edinburgh	76%	-

# Consumers demand more education on recycling for current and future generations



**8 in 10**  
(76%)  
say there should be to  
**mandatory lessons**  
**on recycling**  
in schools

*New statement 2019*

Cardiff	76%
Glasgow	77%
London	74%
Manchester	78%
Liverpool	75%
Birmingham	71%
Bristol	75%
Taunton	71%
Edinburgh	82%

**2019 regional scores**

X% = significantly higher than total UK score

X% = significantly lower than total UK score

**vs. 2018 scores**

Xpts = 2019 score significantly higher than 2018 score

Xpts = 2019 score significantly lower than 2018 score

# Thank you



# Appendix





# Recycling industry still seen to make a very valuable contribution

% who believe each public service makes a very valuable contribution to the communities in which they operate

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Fire services	85%	83%	88%	83%	88%	89%	82%	80%	82%	80%	84%	86%	85%	75%	-	84%	-	83%	-	87%
Health	82%	81%	85%	82%	82%	87%	76%	79%	84%	79%	83%	83%	80%	74%	-	80%	-	86%	-	84%
Education	78%	76%	82%	73%	78%	82%	77%	77%	77%	73%	78%	72%	76%	72%	-	77%	-	75%	-	78%
Police services	74%	73%	77%	73%	74%	77%	75%	72%	74%	73%	74%	76%	70%	66%	-	74%	-	76%	-	73%
Recycling & waste management	65%	67%	67%	69%	61%	64%	71%	70%	62%	66%	66%	70%	66%	61%	-	72%	-	69%	-	65%
Social services	59%	59%	56%	60%	61%	59%	62%	61%	57%	54%	61%	61%	55%	56%	-	61%	-	63%	-	57%
Libraries	52%	53%	46%	51%	54%	55%	59%	58%	55%	48%	46%	56%	51%	49%	-	52%	-	55%	-	54%

# Most consumers still believe the responsibility to recycle should be primarily shared by local councils, individuals and the government

% who believe each organisation/individual should be responsible for ensuring rubbish and waste is recycled

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Individuals like me	68%	65%	69%	66%	70%	65%	66%	68%	70%	72%	69%	61%	63%	60%	-	62%	-	70%	-	69%
My family	49%	49%	52%	55%	45%	47%	44%	49%	50%	50%	50%	44%	55%	50%	-	46%	-	58%	-	48%
Waste / Bin collection staff	50%	51%	46%	55%	50%	49%	48%	53%	56%	56%	47%	44%	51%	52%	-	50%	-	55%	-	47%
The waste management sector	56%	56%	54%	58%	57%	56%	58%	61%	59%	61%	54%	48%	54%	49%	-	54%	-	70%	-	57%
My local council	77%	76%	80%	79%	80%	79%	75%	81%	82%	76%	72%	73%	74%	71%	-	73%	-	76%	-	79%
Charities and not-for-profit organisations	25%	24%	24%	28%	23%	24%	26%	28%	28%	25%	20%	21%	26%	20%	-	21%	-	30%	-	27%
Businesses	51%	49%	50%	51%	51%	49%	51%	50%	56%	55%	48%	48%	50%	37%	-	48%	-	54%	-	50%
National government	61%	63%	62%	65%	58%	65%	59%	63%	65%	65%	57%	61%	62%	57%	-	66%	-	68%	-	61%

# Levels of trust to recycle properly continue to be low, particularly in businesses

% who trust each organisation/individual a great deal to play their role in ensuring waste is recycled properly

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Individuals like me	43%	40%	44%	37%	40%	40%	44%	43%	40%	43%	45%	43%	45%	41%	-	38%	-	39%	-	36%
My family	46%	46%	51%	47%	42%	40%	40%	41%	43%	48%	55%	51%	46%	47%	-	49%	-	55%	-	45%
Waste / Bin collection staff	24%	25%	26%	28%	18%	22%	25%	26%	25%	28%	26%	28%	22%	24%	-	23%	-	25%	-	23%
The waste management sector	22%	21%	24%	20%	20%	23%	26%	24%	24%	26%	21%	22%	19%	22%	-	15%	-	23%	-	19%
My local council	20%	18%	23%	19%	16%	17%	26%	25%	20%	21%	20%	17%	15%	18%	-	14%	-	17%	-	16%
Charities and not-for-profit organisations	20%	21%	17%	21%	20%	25%	25%	24%	22%	22%	20%	18%	14%	21%	-	20%	-	19%	-	22%
Businesses	9%	8%	8%	7%	8%	7%	15%	14%	9%	8%	9%	8%	8%	11%	-	6%	-	6%	-	7%
National government	12%	10%	11%	9%	11%	9%	18%	16%	12%	12%	12%	9%	11%	13%	-	6%	-	9%	-	9%

# Scepticism in what happens to waste remains steady

## % who agree with each statement

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
I believe my recycling is put to good use	55%	55%	55%	53%	55%	53%	57%	57%	55%	59%	54%	59%	55%	53%	-	52%	-	47%	-	57%
I would like more transparency on what happens to my waste	78%	75%	77%	78%	77%	73%	83%	78%	80%	75%	72%	75%	79%	70%	-	76%	-	70%	-	78%
I would recycle more waste if I knew what happened to it	55%	53%	50%	51%	55%	50%	60%	57%	53%	55%	55%	55%	59%	57%	-	50%	-	46%	-	54%
I think my council just throws most of my recycling in with the general waste	44%	42%	41%	40%	44%	36%	47%	47%	41%	38%	41%	41%	48%	59%	-	36%	-	29%	-	42%
Even though people separate their general waste and recyclable waste, it all goes to the same place	41%	39%	41%	43%	41%	32%	44%	43%	40%	39%	39%	40%	43%	51%	-	36%	-	26%	-	36%
Waste is a valuable resource	78%	75%	76%	74%	78%	78%	81%	78%	81%	79%	73%	74%	79%	70%	-	71%	-	73%	-	75%

# Consumers believe that waste that can't be recycled should be used to create energy

% who agree with each statement

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Waste that can't be recycled should be used to create energy	86%	84%	88%	86%	86%	84%	85%	83%	88%	84%	80%	82%	86%	81%	-	84%	-	81%	-	88%
I'd rather waste was used to create energy than disposed of in a landfill	86%	84%	87%	89%	87%	86%	87%	80%	87%	85%	83%	81%	86%	80%	-	85%	-	86%	-	87%
It is important for me to know what happens to my waste	67%	67%	67%	69%	64%	66%	71%	71%	70%	66%	62%	66%	69%	62%	-	70%	-	67%	-	69%
There should be mandatory lessons on recycling in schools	-	76%	-	76%	-	77%	-	74%	-	78%	-	75%	-	71%	-	75%	-	71%	-	82%
I wish I had more information on what can be recycled and how	-	70%	-	66%	-	72%	-	65%	-	70%	-	72%	-	71%	-	70%	-	70%	-	74%
Products and packaging that are eco-friendly (e.g. recyclable, made from recycled materials, biodegradable) are expensive	-	56%	-	56%	-	55%	-	54%	-	54%	-	59%	-	58%	-	55%	-	46%	-	58%

# Food packaging is seen as the most difficult to recycle outside of the home and work

% who feel recycling the following products are easy to recycle

	UK	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
Plastic drink bottles (e.g. water or fizzy drinks)	52%	53%	54%	53%	51%	49%	48%	52%	47%	56%
Paper cups	53%	53%	52%	56%	53%	56%	50%	51%	44%	52%
Plastic cups	40%	40%	39%	45%	35%	40%	43%	38%	24%	44%
Food packaging (e.g. sandwich wrapper, pasta box)	34%	37%	33%	40%	31%	35%	34%	29%	19%	37%
Glass drink bottles (e.g. juice)	57%	59%	55%	61%	60%	56%	51%	56%	51%	59%

% who feel recycling the following products are difficult to recycle

	UK	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
Plastic drink bottles (e.g. water or fizzy drinks)	33%	29%	33%	28%	35%	35%	35%	35%	33%	34%
Paper cups	30%	30%	31%	22%	30%	28%	29%	34%	33%	32%
Plastic cups	43%	41%	46%	37%	48%	42%	42%	48%	48%	41%
Food packaging (e.g. sandwich wrapper, pasta box)	47%	44%	49%	37%	49%	49%	44%	54%	57%	47%
Glass drink bottles (e.g. juice)	27%	27%	30%	23%	26%	25%	26%	29%	23%	32%

# Many already use eco-friendly products

% who use the following products

	UK	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
Reusable bottles or cups	65%	65%	64%	66%	64%	64%	56%	68%	71%	69%
Refillable packaging (i.e. refillable packs or containers which you can fill up in stores)	30%	33%	30%	31%	29%	29%	29%	30%	33%	32%
Products/packaging made from recycled materials	50%	53%	50%	52%	51%	47%	41%	54%	51%	50%
Recyclable products/packaging (i.e. any product/packaging that can be recycled)	55%	56%	50%	60%	54%	54%	45%	59%	54%	60%
Biodegradable household products	33%	35%	32%	37%	35%	26%	21%	36%	45%	40%
Compostable household products	26%	30%	25%	25%	30%	17%	17%	29%	49%	27%
None of the above	11%	11%	12%	11%	9%	11%	16%	9%	10%	13%

# Appeal of products with recyclable packaging is increasing

## The extent to which recyclable packaging influence consumers' purchasing decision

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
Recyclable packaging...	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
<b>...makes me more likely to purchase a product</b> <i>NET: much more likely, somewhat more likely</i>	56%	64%	52%	67%	49%	60%	62%	69%	60%	63%	56%	67%	56%	57%	-	66%	-	59%	-	63%
Much more likely	21%	21%	21%	19%	19%	20%	25%	25%	18%	18%	25%	21%	21%	21%	-	21%	-	24%	-	21%
Somewhat more likely	34%	43%	32%	49%	30%	41%	38%	44%	41%	45%	30%	46%	35%	36%	-	45%	-	35%	-	42%
It has no influence	32%	27%	35%	27%	40%	30%	27%	19%	30%	28%	29%	22%	32%	31%	-	27%	-	29%	-	28%
<b>...makes me less likely to purchase a product</b> <i>NET: somewhat less likely, much less likely</i>	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	1%	3%	2%	5%	-	2%	-	5%	-	1%
Somewhat less likely	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	0%	2%	1%	4%	-	1%	-	4%	-	1%
Much less likely	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	-	1%	-	1%	-	0%
Not sure / don't know	10%	7%	11%	2%	9%	7%	9%	10%	8%	6%	14%	7%	9%	7%	-	5%	-	7%	-	8%



# This is the same with packaging made from recyclable materials

## The extent to which packaging made from recyclable materials influence consumers' purchasing decision

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
Packaging made from recyclable material...	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
<b>...makes me more likely to purchase a product</b> NET: <i>much more likely, somewhat more likely</i>	61%	66%	59%	66%	59%	62%	66%	68%	64%	64%	61%	68%	57%	59%	-	68%	-	65%	-	65%
Much more likely	22%	21%	22%	21%	19%	21%	26%	27%	19%	15%	23%	23%	23%	19%	-	20%	-	20%	-	20%
Somewhat more likely	39%	44%	37%	45%	40%	42%	39%	41%	45%	49%	38%	45%	34%	40%	-	47%	-	45%	-	45%
It has no influence	32%	28%	35%	31%	35%	30%	27%	24%	28%	30%	30%	23%	36%	33%	-	26%	-	28%	-	27%
<b>...makes me less likely to purchase a product</b> NET: <i>somewhat less likely, much less likely</i>	2%	2%	1%	1%	1%	2%	2%	2%	2%	3%	1%	1%	2%	2%	-	2%	-	1%	-	1%
Somewhat less likely	1%	1%	0%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	-	1%	-	1%	-	0%
Much less likely	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	-	1%	-	0%	-	0%
Not sure / don't know	6%	3%	5%	3%	4%	6%	5%	7%	6%	4%	8%	8%	6%	6%	-	4%	-	6%	-	7%

# 9 out 10 consumers notice recycling signs on product packaging

## How often consumers notice recycling signs on the packaging of products they buy

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
<b>Notice recycling signs</b> <i>NET: All the time,, Frequently, Sometimes</i>	91%	93%	91%	94%	92%	93%	94%	95%	89%	94%	90%	93%	90%	90%	-	94%	-	95%	-	91%
All the time	14%	14%	15%	17%	13%	11%	17%	18%	13%	12%	14%	14%	12%	14%	-	15%	-	7%	-	15%
Frequently	36%	37%	38%	34%	36%	39%	37%	40%	34%	39%	36%	45%	38%	32%	-	35%	-	35%	-	34%
Sometimes	30%	31%	29%	32%	32%	31%	27%	30%	33%	31%	28%	26%	29%	31%	-	33%	-	36%	-	34%
Infrequently	11%	11%	9%	11%	11%	11%	13%	8%	10%	11%	12%	8%	10%	13%	-	12%	-	17%	-	8%
Never	6%	4%	7%	4%	5%	4%	3%	2%	9%	4%	6%	5%	7%	7%	-	2%	-	2%	-	7%
Not sure / don't know	3%	3%	2%	2%	3%	3%	3%	2%	2%	2%	4%	2%	4%	3%	-	3%	-	3%	-	3%

# More consumers find recycling labelling to be confusing compared to last year

% who feel recycling labelling on product packaging is easy or confusing to understand

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
<b>Easy</b> <i>NET: very easy, somewhat easy</i>	48%	47%	45%	48%	44%	50%	55%	53%	47%	45%	49%	47%	51%	49%	-	43%	-	30%	-	46%
Very easy	14%	14%	11%	12%	12%	12%	21%	21%	12%	11%	16%	13%	13%	17%	-	11%	-	7%	-	16%
Somewhat easy	34%	33%	34%	35%	32%	38%	34%	32%	35%	34%	33%	34%	38%	33%	-	32%	-	23%	-	30%
Neither easy or confusing	21%	20%	21%	19%	26%	21%	20%	17%	23%	22%	22%	19%	17%	20%	-	22%	-	24%	-	17%
<b>Confusing</b> <i>NET: somewhat confusing, very confusing</i>	26%	30%	30%	31%	27%	27%	21%	28%	27%	31%	24%	31%	29%	25%	-	32%	-	41%	-	33%
Somewhat confusing	20%	24%	24%	24%	21%	20%	15%	22%	22%	25%	18%	24%	22%	23%	-	25%	-	31%	-	25%
Very confusing	6%	6%	6%	7%	6%	7%	6%	7%	5%	6%	6%	7%	7%	2%	-	7%	-	10%	-	8%
Not sure / don't know	4%	3%	4%	2%	3%	3%	5%	2%	4%	2%	6%	3%	4%	6%	-	4%	-	5%	-	3%

# 3 out of 4 consumers believe not enough is being done about plastic pollution in the UK

% who think the following about plastic pollution in the UK

	UK	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
There's too much being done	5%	6%	5%	7%	7%	5%	7%	4%	1%	5%
What's currently being done is sufficient	12%	12%	13%	16%	14%	12%	15%	11%	7%	9%
Not enough is being done	76%	77%	77%	70%	72%	76%	70%	79%	88%	79%
Not sure / don't know	6%	6%	5%	7%	7%	7%	8%	7%	4%	6%

% who think the following about plastic pollution in their local community

	UK	Cardiff	Glasgow	London	Manchester	Liverpool	Birmingham	Bristol	Taunton	Edinburgh
	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
There's too much being done	5%	4%	3%	6%	5%	5%	8%	4%	1%	3%
What's currently being done is sufficient	17%	19%	15%	22%	18%	14%	19%	18%	15%	13%
Not enough is being done	68%	65%	74%	62%	66%	72%	62%	68%	71%	73%
Not sure / don't know	10%	11%	8%	10%	10%	9%	11%	11%	13%	11%

# 7 out of 10 believe tax payers are paying for the cost of recycling products

% those who consumers believe are currently paying for the cost of recycling products

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Producers / manufacturers of the product	10%	14%	7%	12%	11%	12%	14%	17%	12%	16%	11%	11%	8%	14%	-	16%	-	9%	-	14%
Businesses selling the product	11%	13%	8%	15%	9%	12%	16%	13%	11%	15%	10%	10%	11%	10%	-	14%	-	11%	-	14%
National government	22%	23%	22%	26%	22%	22%	25%	24%	24%	26%	17%	19%	21%	21%	-	24%	-	15%	-	27%
My local council	44%	44%	42%	50%	43%	40%	45%	52%	49%	46%	45%	41%	39%	33%	-	43%	-	45%	-	45%
Tax payers	67%	67%	69%	68%	69%	68%	67%	65%	66%	68%	65%	65%	66%	62%	-	69%	-	71%	-	70%
Other	2%	1%	1%	0%	2%	4%	4%	1%	3%	0%	2%	1%	2%	2%	-	1%	-	2%	-	1%
None of the above	5%	5%	3%	4%	6%	5%	4%	5%	4%	3%	4%	5%	7%	8%	-	4%	-	5%	-	5%

# More than half believe that producers/manufactures of or businesses selling the product should be responsible

% those who consumers believe should be responsible for paying for the cost of recycling products

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Producers / manufacturers of the product	54%	56%	56%	58%	53%	52%	57%	60%	54%	58%	49%	52%	53%	45%	-	61%	-	61%	-	61%
Businesses selling the product	50%	53%	48%	57%	50%	49%	55%	58%	48%	54%	50%	46%	46%	47%	-	57%	-	50%	-	57%
National government	44%	46%	43%	43%	46%	46%	43%	43%	46%	47%	42%	53%	44%	47%	-	47%	-	32%	-	48%
My local council	35%	35%	32%	39%	39%	32%	38%	40%	36%	34%	32%	31%	36%	38%	-	33%	-	29%	-	36%
Tax payers	24%	23%	24%	23%	23%	25%	24%	27%	26%	20%	23%	22%	23%	21%	-	23%	-	25%	-	27%
Other	2%	1%	1%	1%	1%	2%	2%	2%	3%	1%	1%	1%	3%	1%	-	1%	-	1%	-	1%
None of the above	3%	3%	2%	2%	3%	2%	4%	3%	2%	2%	4%	4%	5%	5%	-	3%	-	3%	-	3%

# Significant decrease in consumers who say they are provided enough information about recycling

% who agree with each statement

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
What I do with my recycling impacts the money my council can spend on other public services (e.g. health, education)	57%	51%	59%	58%	56%	50%	56%	55%	63%	53%	53%	52%	52%	38%	-	52%	-	52%	-	52%
I understand what the term "Right Stuff, Right Bin" means	75%	72%	79%	74%	74%	72%	70%	69%	81%	77%	72%	73%	71%	63%	-	73%	-	66%	-	73%
I am provided with enough information (e.g. by my local council, by the government, by businesses) to know how and what to recycle	54%	46%	61%	55%	44%	39%	59%	49%	61%	55%	46%	43%	51%	37%	-	48%	-	41%	-	44%
My local council do all they can to make recycling simple and easy for me	54%	47%	57%	54%	45%	44%	57%	49%	57%	51%	53%	47%	51%	35%	-	48%	-	45%	-	45%
There is a consistent recycling collection service across the UK	42%	41%	42%	44%	34%	33%	44%	41%	43%	50%	45%	46%	43%	39%	-	38%	-	34%	-	36%

# The number of people who are 'very confident' they put different kinds of waste in the right bin has fallen

Consumers' confidence in putting different waste in the right bin

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
<b>Confident</b> <i>NET: very confident, somewhat confident</i>	84%	82%	86%	85%	80%	81%	85%	81%	88%	86%	81%	81%	83%	78%	-	80%	-	88%	-	81%
Very confident	39%	34%	37%	35%	36%	31%	37%	30%	44%	34%	37%	33%	43%	34%	-	39%	-	45%	-	34%
Somewhat confident	45%	48%	49%	50%	43%	50%	48%	51%	44%	52%	44%	48%	40%	44%	-	41%	-	43%	-	47%
Neither confident or unconfident	9%	10%	8%	9%	12%	9%	8%	13%	6%	6%	12%	10%	9%	15%	-	12%	-	7%	-	9%
<b>Not Confident</b> <i>NET: somewhat unconfident, very unconfident</i>	7%	8%	5%	6%	8%	10%	7%	5%	6%	8%	7%	9%	8%	7%	-	8%	-	5%	-	10%
Somewhat unconfident	5%	6%	5%	5%	6%	8%	5%	4%	5%	5%	6%	6%	4%	4%	-	7%	-	4%	-	7%
Very unconfident	2%	2%	0%	1%	2%	2%	2%	1%	1%	3%	2%	3%	4%	2%	-	1%	-	1%	-	3%



# Glass bottles, magazines and plastic bottles are seen as the easiest items to tell whether they are recyclable

% who say it is easy to tell whether each item is recyclable

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Ready meal packaging	48%	44%	53%	48%	49%	43%	51%	44%	43%	40%	48%	44%	45%	46%	-	40%	-	37%	-	48%
Crisp packets	43%	37%	48%	45%	43%	37%	50%	44%	37%	32%	40%	40%	41%	38%	-	30%	-	22%	-	38%
Mobile phones	47%	40%	49%	42%	43%	40%	47%	42%	47%	38%	44%	38%	48%	37%	-	41%	-	41%	-	40%
Batteries	61%	54%	66%	57%	61%	53%	64%	52%	56%	51%	58%	51%	63%	49%	-	60%	-	59%	-	58%
Juice cartons	64%	59%	70%	63%	61%	56%	69%	63%	67%	62%	59%	53%	57%	54%	-	62%	-	43%	-	61%
Old clothes	68%	65%	68%	62%	69%	67%	63%	64%	71%	63%	67%	63%	68%	61%	-	65%	-	75%	-	67%
Tyres	34%	29%	34%	31%	30%	28%	36%	36%	32%	28%	34%	32%	36%	27%	-	26%	-	25%	-	27%
Glass bottles	87%	83%	92%	86%	84%	81%	84%	78%	90%	88%	84%	83%	86%	74%	-	85%	-	91%	-	84%
Light bulbs	37%	33%	40%	35%	30%	31%	43%	42%	36%	33%	37%	36%	35%	32%	-	30%	-	29%	-	30%
Magazines	82%	78%	83%	81%	81%	79%	81%	80%	84%	82%	83%	75%	82%	70%	-	77%	-	88%	-	80%
Disposable plastic bags	54%	46%	58%	52%	53%	46%	60%	51%	47%	40%	54%	50%	55%	47%	-	43%	-	33%	-	46%
Plastic bottles	83%	76%	91%	82%	84%	77%	79%	75%	80%	78%	79%	73%	83%	71%	-	76%	-	76%	-	76%
Plastic packaging (e.g. pots, tubs, trays etc.)	58%	54%	67%	64%	59%	53%	61%	56%	50%	42%	55%	49%	57%	55%	-	56%	-	39%	-	61%
Plastic wrapping	49%	43%	54%	47%	49%	41%	53%	47%	44%	39%	48%	44%	47%	45%	-	42%	-	27%	-	41%
Disposable coffee cups	53%	47%	57%	54%	51%	46%	59%	52%	48%	46%	54%	50%	51%	47%	-	39%	-	38%	-	49%
Plastic straws	50%	47%	55%	50%	51%	49%	53%	55%	43%	43%	50%	47%	51%	45%	-	41%	-	37%	-	53%
Cotton Buds – added 2019	-	32%	-	37%	-	35%	-	37%	-	28%	-	34%	-	33%	-	23%	-	28%	-	33%

# Light bulbs and crisp packets are the most difficult to tell whether they are recyclable or not

% who say it is difficult to tell whether each item is recyclable

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Ready meal packaging	32%	34%	27%	32%	55%	35%	28%	29%	40%	40%	33%	35%	35%	28%	-	38%	-	45%	-	35%
Crisp packets	35%	41%	36%	36%	34%	42%	25%	33%	44%	47%	34%	39%	39%	33%	-	50%	-	51%	-	44%
Mobile phones	28%	35%	27%	37%	27%	34%	25%	31%	30%	39%	29%	37%	29%	32%	-	33%	-	35%	-	37%
Batteries	23%	27%	18%	26%	24%	32%	19%	26%	29%	30%	22%	29%	22%	28%	-	21%	-	18%	-	29%
Juice cartons	20%	23%	17%	19%	20%	26%	13%	16%	19%	22%	25%	26%	27%	22%	-	21%	-	35%	-	24%
Old clothes	14%	16%	16%	19%	9%	14%	18%	14%	15%	18%	13%	18%	15%	15%	-	18%	-	8%	-	16%
Tyres	38%	42%	37%	43%	38%	42%	33%	35%	44%	45%	36%	38%	38%	43%	-	42%	-	49%	-	47%
Glass bottles	4%	6%	2%	4%	4%	6%	5%	6%	5%	5%	4%	6%	5%	7%	-	5%	-	2%	-	6%
Light bulbs	40%	44%	40%	46%	42%	44%	35%	38%	44%	45%	36%	40%	39%	41%	-	47%	-	44%	-	47%
Magazines	6%	8%	7%	7%	5%	8%	6%	7%	8%	7%	6%	12%	7%	8%	-	8%	-	1%	-	9%
Disposable plastic bags	26%	32%	23%	28%	26%	32%	20%	25%	34%	37%	26%	29%	28%	28%	-	37%	-	45%	-	37%
Plastic bottles	7%	11%	3%	6%	7%	13%	8%	9%	12%	8%	8%	13%	7%	11%	-	12%	-	12%	-	14%
Plastic packaging <i>(e.g. pots, tubs, trays etc.)</i>	26%	28%	21%	20%	21%	32%	19%	24%	39%	36%	29%	30%	25%	21%	-	26%	-	44%	-	27%
Plastic wrapping	34%	37%	31%	33%	30%	39%	30%	31%	43%	42%	32%	36%	35%	29%	-	42%	-	51%	-	42%
Disposable coffee cups	26%	29%	22%	26%	24%	28%	21%	24%	31%	34%	24%	29%	32%	22%	-	36%	-	37%	-	29%
Plastic straws	30%	34%	25%	34%	28%	36%	25%	27%	40%	40%	30%	34%	33%	27%	-	38%	-	43%	-	34%
Cotton Buds – added 2019	-	43%	-	42%	-	45%	-	36%	-	49%	-	44%	-	35%	-	52%	-	51%	-	43%

# Only 16% of consumers think that all waste that can be recycled is

## What consumers think happens to their waste once it is taken away

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
<b>NET: It goes to landfill</b> <i>NET: All waste, most waste, half of the waste</i>	74%	71%	73%	71%	73%	67%	68%	74%	76%	76%	73%	71%	78%	66%	-	73%	-	70%	-	71%
All waste that can be recycled is	16%	16%	17%	17%	12%	18%	20%	14%	16%	15%	19%	15%	13%	18%	-	17%	-	17%	-	14%
Most of the waste that can be recycled is, but a small amount goes to landfill	36%	37%	39%	42%	36%	31%	31%	37%	35%	42%	37%	34%	39%	31%	-	39%	-	49%	-	35%
Half of the waste that can be recycled is, and half goes to landfill	22%	20%	21%	18%	24%	19%	22%	22%	26%	21%	20%	25%	21%	20%	-	19%	-	11%	-	19%
Not a lot of the waste that can be recycled is, a large amount goes to landfill	13%	13%	12%	11%	11%	15%	14%	15%	13%	12%	16%	11%	14%	14%	-	13%	-	10%	-	14%
None of the waste that can be recycled is, it all goes to landfill	1%	2%	0%	1%	2%	2%	1%	0%	2%	2%	1%	1%	3%	2%	-	2%	-	0%	-	3%
Not sure / don't know	10%	13%	9%	12%	15%	15%	12%	12%	8%	8%	8%	14%	9%	16%	-	10%	-	13%	-	15%

# Most consumers think waste that is not recycled should be used to create energy

% who agree each of the following should happen to the 56% of household waste that isn't currently recycled

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Use it to create energy	83%	82%	89%	88%	83%	87%	77%	80%	84%	80%	81%	79%	83%	75%	-	84%	-	84%	-	81%
Burn it to reduce it down, without creating energy	4%	6%	3%	6%	6%	4%	4%	7%	4%	6%	4%	7%	4%	8%	-	5%	-	10%	-	6%
Bury it underground	3%	3%	2%	1%	3%	2%	6%	4%	3%	4%	3%	3%	2%	3%	-	3%	-	0%	-	4%
Store it in a landfill site	5%	5%	3%	3%	3%	4%	7%	5%	4%	4%	8%	6%	6%	9%	-	4%	-	1%	-	4%
I don't care what happens to it	2%	1%	1%	1%	2%	1%	2%	1%	2%	3%	2%	0%	1%	1%	-	1%	-	1%	-	1%
None of the above	3%	3%	2%	2%	4%	2%	4%	2%	3%	3%	3%	4%	3%	4%	-	3%	-	4%	-	4%

# There is growing frustration because of the lack of educational materials on recycling

% who say they are frustrated by the following

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Knowing what day to put the bins out	40%	43%	43%	37%	43%	48%	45%	39%	40%	46%	42%	42%	40%	45%	-	44%	-	30%	-	48%
Knowing what things I can recycle	72%	74%	71%	75%	76%	79%	71%	68%	72%	74%	71%	76%	69%	73%	-	73%	-	78%	-	76%
Not having enough educational materials available on recycling	72%	76%	70%	73%	77%	79%	67%	68%	71%	78%	74%	77%	74%	81%	-	75%	-	74%	-	79%
That different councils collect waste in different ways (e.g. different colour bins)	66%	68%	65%	69%	69%	70%	61%	64%	71%	70%	63%	63%	64%	67%	-	72%	-	74%	-	68%
Having to wash food off packaging before putting it in the recycling bin	60%	62%	60%	60%	58%	62%	62%	60%	65%	65%	60%	64%	59%	65%	-	60%	-	44%	-	64%
Having multiple bins at home	56%	56%	58%	57%	59%	58%	56%	50%	56%	56%	52%	50%	54%	54%	-	61%	-	51%	-	57%
That different councils can recycle different materials	79%	81%	83%	82%	79%	82%	73%	73%	82%	82%	79%	78%	79%	78%	-	87%	-	93%	-	81%

# Consumers say the top reason why they recycle is because they care for the environment

## Top reason why consumers say they recycle

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Because recycling is a resource that can be used to make new things	18%	14%	19%	15%	21%	14%	15%	15%	17%	15%	19%	14%	15%	14%	-	16%	-	14%	-	12%
Because everyone else in my local community recycles	3%	3%	3%	2%	3%	3%	2%	4%	3%	2%	2%	1%	3%	5%	-	4%	-	2%	-	1%
Because I care about the environment	38%	38%	37%	37%	35%	38%	40%	38%	37%	35%	38%	45%	39%	34%	-	41%	-	36%	-	38%
Because I want to set a good example for future generations	8%	10%	9%	10%	8%	9%	6%	4%	6%	12%	7%	10%	9%	13%	-	9%	-	13%	-	14%
Because I want future generations to grow up in a world that is environmentally safe	21%	22%	19%	24%	21%	24%	23%	24%	20%	23%	21%	18%	20%	21%	-	20%	-	21%	-	21%
Because I feel bad about throwing things away	8%	8%	6%	7%	7%	8%	7%	10%	10%	9%	8%	7%	8%	9%	-	6%	-	6%	-	9%
Because it saves my council money	4%	4%	4%	4%	3%	3%	5%	4%	5%	4%	4%	5%	2%	4%	-	3%	-	7%	-	3%
Other	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	-	1%	-	0%	-	2%
None of the above	2%	3%	2%	3%	3%	3%	2%	2%	2%	4%	2%	3%	2%	5%	-	3%	-	1%	-	4%

# Consumers say that an easier recycling system and standardised packaging would make them recycle more

## Things that would encourage consumers to recycle more

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Financial incentives (i.e. money back or savings on groceries)	44%	42%	43%	43%	45%	40%	47%	40%	47%	46%	42%	39%	41%	41%	-	47%	-	32%	-	46%
An easier recycling system	45%	47%	45%	44%	51%	46%	42%	50%	44%	45%	45%	44%	44%	41%	52%	48%	51%			
Standardised packaging (i.e. if all packaging had the same recycling instructions)	53%	48%	55%	53%	55%	47%	49%	45%	56%	50%	52%	46%	50%	39%	-	51%	-	55%	-	55%
If I knew more about which materials are recyclable	43%	45%	38%	44%	45%	46%	42%	44%	40%	48%	46%	45%	45%	41%	-	43%	-	52%	-	49%
If other people knew how much I recycled	5%	6%	4%	6%	3%	8%	9%	8%	6%	6%	5%	6%	5%	10%	-	4%	-	2%	-	5%
Knowing the impact your recycling makes (e.g. how much CO2 you've saved or what my recycling turns into)	36%	38%	39%	37%	33%	37%	30%	34%	35%	38%	38%	37%	38%	34%	-	40%	-	39%	-	43%
Knowing how much your neighbours are recycling	5%	6%	2%	8%	3%	4%	7%	8%	6%	7%	5%	6%	7%	7%	-	3%	-	1%	-	5%
If there were more recycling banks near me	29%	31%	24%	28%	30%	35%	31%	31%	31%	25%	30%	32%	28%	28%	-	26%	-	36%	-	38%
Other	2%	2%	1%	2%	2%	2%	3%	2%	4%	0%	2%	1%	2%	0%	-	1%	-	3%	-	3%
None of the above	8%	8%	11%	10%	7%	9%	9%	10%	6%	7%	6%	7%	9%	7%	-	9%	-	8%	-	5%

# Almost 8 in 10 say a simpler recycling system would encourage them to recycle more of their household waste

% of consumers who say the following would encourage them to recycle more of their household waste

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
If I could see that money saved from 'waste' services was being spent on services like schools, road repairs and social care	79%	79%	82%	81%	80%	79%	75%	75%	80%	81%	81%	81%	78%	73%	-	81%	-	78%	-	80%
If I knew more about what happens to my waste when it is recycled	73%	73%	73%	76%	74%	74%	71%	69%	76%	72%	71%	76%	72%	71%	-	73%	-	70%	-	76%
If I knew more about how my recycling is having an impact on the wider environment	73%	73%	72%	75%	74%	79%	71%	73%	77%	72%	72%	73%	73%	69%	-	74%	-	66%	-	74%
If I knew that it would create jobs in my local area	75%	76%	76%	78%	79%	77%	72%	73%	76%	76%	74%	78%	73%	70%	-	76%	-	69%	-	79%
If the recycling system was easier and simpler to use	77%	77%	76%	78%	80%	77%	75%	76%	76%	76%	77%	79%	75%	73%	-	77%	-	75%	-	79%



# The recycling industry is seen as the most innovative in the UK and has risen by 7% this year

% who think each of these UK industries is innovative

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Recycling industry	70%	77%	71%	76%	70%	77%	69%	76%	68%	78%	69%	74%	70%	74%	-	79%	-	80%	-	77%
Water supply	52%	60%	57%	62%	56%	65%	46%	56%	50%	62%	50%	55%	53%	65%	-	58%	-	51%	-	60%
Electricity	59%	65%	60%	65%	61%	70%	54%	64%	61%	71%	59%	63%	61%	68%	-	62%	-	58%	-	60%
Gas	52%	56%	52%	58%	53%	61%	46%	55%	53%	62%	54%	55%	54%	64%	-	48%	-	45%	-	48%
Retail	58%	55%	59%	54%	55%	57%	58%	56%	58%	57%	59%	53%	57%	61%	-	52%	-	49%	-	49%
Financial services	49%	50%	46%	47%	46%	50%	55%	56%	52%	52%	52%	46%	47%	56%	-	50%	-	39%	-	46%
Manufacturing	67%	63%	66%	60%	66%	65%	66%	64%	65%	64%	67%	59%	70%	69%	-	65%	-	61%	-	60%

# Oceans full of plastic has become the top concern if recycling rates are not improved

% who think the following is likely to happen in the next 50 years if there isn't an increase in amount of waste that is recycled

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
High levels of water contamination	75%	74%	75%	77%	73%	73%	74%	74%	77%	71%	74%	77%	75%	69%	-	72%	-	82%	-	75%
The rat population will increase	72%	70%	74%	72%	69%	67%	66%	66%	78%	72%	76%	73%	69%	70%	-	66%	-	70%	-	72%
Landfill sites will pile up and ruin the landscape	75%	76%	77%	78%	74%	76%	71%	76%	77%	74%	78%	80%	76%	74%	-	74%	-	75%	-	76%
Floating islands of rubbish	71%	72%	71%	73%	69%	72%	70%	70%	74%	71%	70%	71%	71%	67%	-	69%	-	71%	-	79%
Oceans full of plastic	81%	81%	82%	81%	80%	84%	80%	81%	83%	79%	82%	81%	78%	78%	-	75%	-	82%	-	87%
Higher prices and fewer products due to a lack of essential raw materials	73%	72%	72%	70%	70%	73%	70%	70%	78%	68%	77%	75%	72%	73%	-	71%	-	69%	-	74%
Strict government regulation to reduce waste	78%	77%	82%	77%	79%	73%	73%	78%	82%	81%	74%	80%	77%	70%	-	76%	-	73%	-	81%
Individuals will be charged to have their waste removed	79%	77%	82%	74%	75%	73%	73%	76%	82%	78%	81%	80%	78%	75%	-	78%	-	76%	-	79%
There will be more illegal fly tipping	79%	76%	81%	79%	81%	75%	71%	71%	83%	76%	79%	79%	77%	74%	-	78%	-	77%	-	77%

# Significant rise to 9 in 10 who believe councils should collect waste in the same way in a national effort to recycle

% who agree with the following when thinking about recycling now and in the future

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
I believe people in my area would take more responsibility for their recycling if they had to pay for it directly, rather it being part of their council tax	63%	66%	60%	64%	66%	73%	63%	62%	66%	67%	62%	72%	60%	65%	-	64%	-	66%	-	63%
Councils should work together to collect the same stuff in the same way around the UK in a national effort to recycle	83%	88%	87%	91%	83%	86%	78%	86%	86%	85%	84%	89%	79%	83%	-	90%	-	89%	-	90%
If we had a consistent recycling collection system around the UK - the same colour bins for the same materials – it would increase UK recycling rates	72%	77%	74%	83%	72%	80%	70%	76%	72%	76%	71%	78%	72%	72%	-	78%	-	73%	-	77%
Individuals should take responsibility for recycling more in the UK if we want to avoid overflowing landfill sites in the future	82%	87%	84%	89%	83%	88%	77%	88%	87%	86%	82%	89%	80%	83%	-	87%	-	91%	-	89%
To manage resources effectively, the UK needs a balance of recycling and turning leftover waste into energy	82%	86%	85%	89%	85%	87%	75%	84%	86%	87%	82%	87%	81%	82%	-	87%	-	83%	-	88%
The recycling industry will become redundant in the future as waste will be 'designed out' of products	35%	32%	28%	33%	33%	28%	40%	34%	37%	35%	37%	32%	34%	37%	-	31%	-	28%	-	29%
There should be consistent recycling targets across Great Britain	82%	85%	87%	92%	78%	88%	80%	86%	85%	85%	82%	84%	79%	78%	-	84%	-	84%	-	86%
Housebuilders will design homes with integrated recycling facilities	66%	70%	67%	72%	62%	69%	68%	71%	68%	72%	65%	73%	65%	69%	-	72%	-	66%	-	68%

# Significant rise to 9 in 10 who believe the UK should deal with its own recycling without exporting it

% who agree with the following when thinking about recycling now and in the future

	UK		Cardiff		Glasgow		London		Manchester		Liverpool		Birmingham		Bristol		Taunton		Edinburgh	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Town planners will embed recycling facilities in the heart of communities	63%	69%	61%	68%	60%	70%	63%	72%	69%	67%	65%	72%	57%	63%	-	74%	-	56%	-	68%
The UK should find a way to deal with its own recycling without having to export it to other countries	80%	87%	83%	91%	80%	92%	77%	87%	84%	87%	75%	86%	81%	78%	-	86%	-	87%	-	88%
I am worried about the plastic in the food and water I consume	68%	71%	68%	72%	66%	74%	69%	72%	69%	70%	69%	75%	65%	69%	-	72%	-	67%	-	69%
I am worried about plastics in the ocean	82%	86%	84%	85%	83%	87%	83%	85%	83%	85%	83%	87%	79%	85%	-	83%	-	85%	-	88%
In the future, technology will help make recycling easier, e.g. smart bins that sort waste into categories for recycling	-	69%	-	70%	-	69%	-	67%	-	70%	-	71%	-	68%	-	70%	-	58%	-	73%
The UK should deal with its own plastic waste rather than exporting it	-	85%	-	87%	-	88%	-	85%	-	85%	-	85%	-	78%	-	85%	-	86%	-	87%
Existing plastic waste should be used to create useful resources that can be used again	-	89%	-	92%	-	91%	-	87%	-	88%	-	89%	-	85%	-	87%	-	89%	-	90%
I would pay more for products in recycled packaging	-	49%	-	52%	-	48%	-	49%	-	45%	-	51%	-	46%	-	51%	-	44%	-	49%